



News From

Maggie Brooks

Monroe County Executive

For Immediate Release

Thursday, April 8, 2004

COUNTY ANNOUNCES NEW RECYCLING INITIATIVE FOR PUBLIC EVENTS Pilot Program Will Begin at 2004 Lilac Festival

Monroe County Executive Maggie Brooks today announced a new initiative aimed at increasing container recycling at public events. The pilot program will begin with this year's Lilac Festival in May.

While most County residents take advantage of home and office recycling programs, this new pilot program will give them an opportunity to protect the environment while attending and enjoying public events.

"I am excited about this new initiative that strengthens our community's recycling program and builds on our efforts to reduce waste and protect the environment," said Brooks. "County residents already do their part by taking advantage of recycling programs at their home and workplace. Now, they will have the opportunity to recycle their containers when they attend public events, thereby helping to enhance our environmental protection efforts."

Very few public event venues currently feature recycling opportunities for attendees. The Monroe County Recycling Advisory Committee (RAC) has enlisted help from the Lilac Festival Committee, Monroe County Departments of Environmental Services and Parks, and the City of Rochester Department of Environmental Services, to begin a pilot program designed to divert festival plastic and glass drink containers from entering area landfills.

"It's such a waste of resources and landfill space to have all those recyclable containers thrown in the trash," said Joe Marron, chair of the RAC. "The committee and its partners are enthusiastic about this pilot program and hope it becomes another recycling success story."

-- MORE --

Several container recycling stations will be set up in high-traffic areas at the Lilac Festival. During peak hours, the stations will be staffed by volunteers who will guide festival-goers in the proper way to recycle their containers. After the Lilac Festival, the program will be evaluated for areas of improvement. If the program is deemed successful, the County will look to expand it to other venues within the County.

The Monroe County RAC is a cross-section of municipal and private entities, appointed by the Monroe County Legislature, with a stake in recycling issues. The committee provides the Legislature with recycling program updates and improvement opportunities.

###

*For further information, call:
Communications & Special Events at 428-2380
See us on the Web at www.monroecounty.gov*